



Setting the industry standard for
online audience measurement

Ian Dowds, CEO. November 2018



UKOM



IPA

aop

iab^{UK}



comscore

Our industry drowns in acronyms & statistics

“There are three kinds of lie. Lies, damned lies and statistics.”

Attributed to Benjamin Disraeli by Mark Twain

“There are two kinds of statistics. The ones you look up and the ones you make up.”

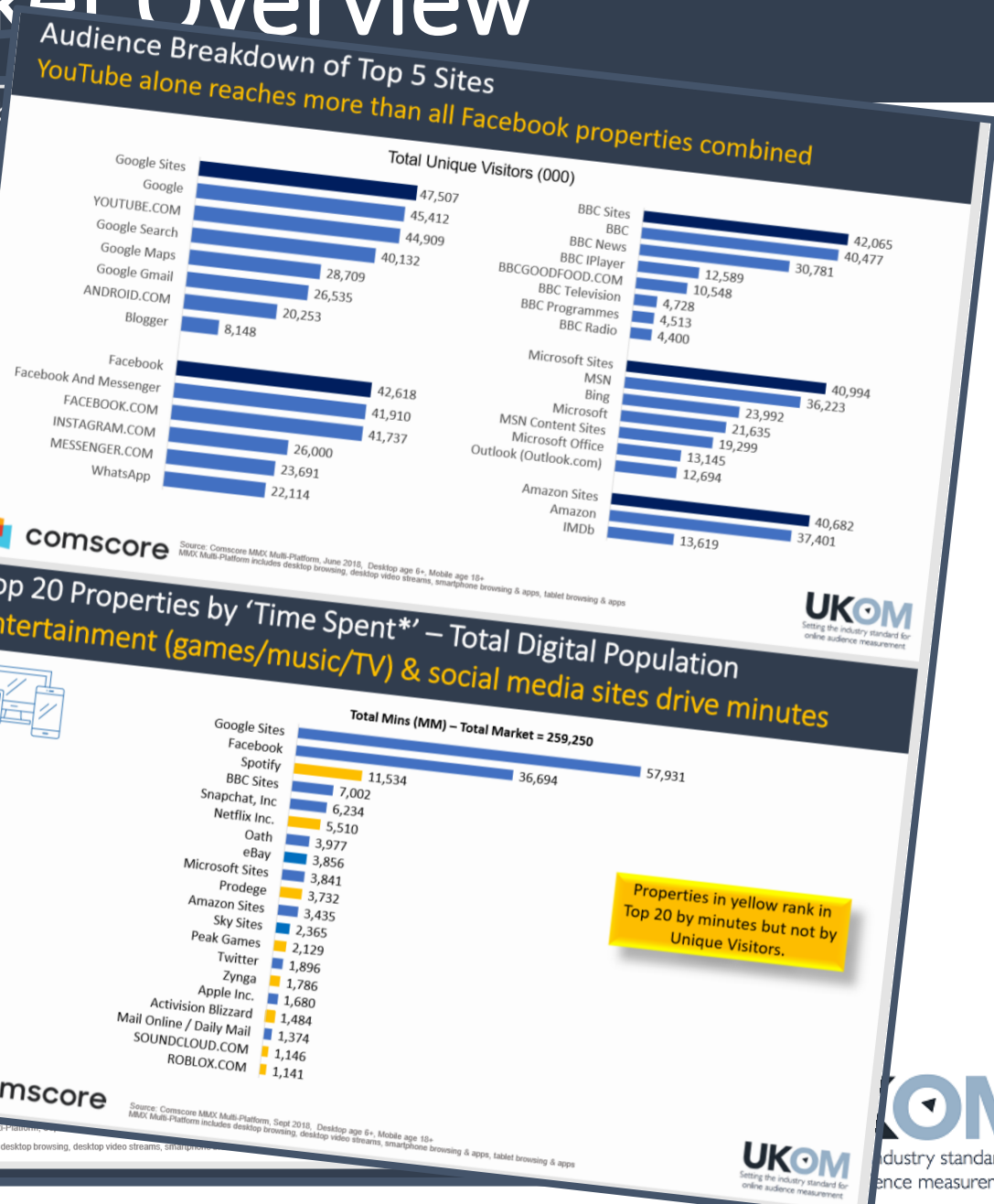
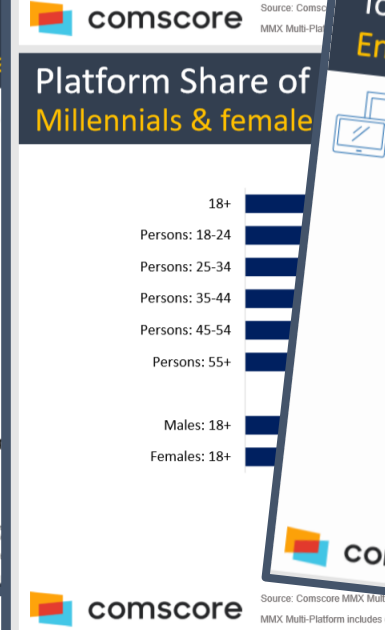
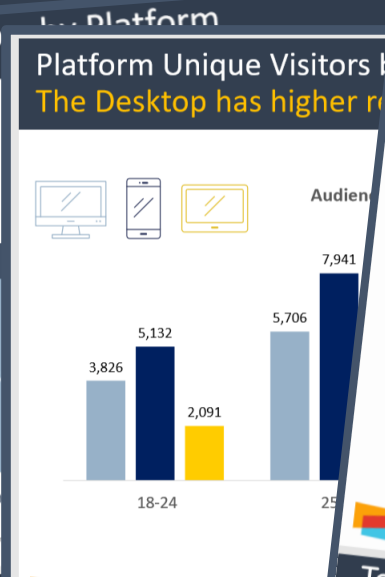
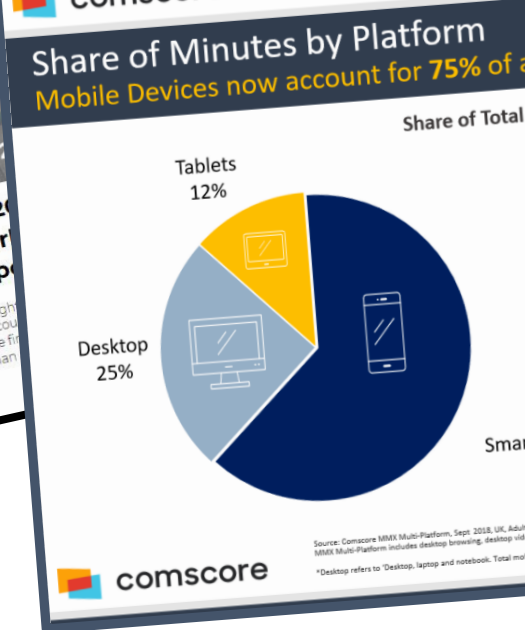
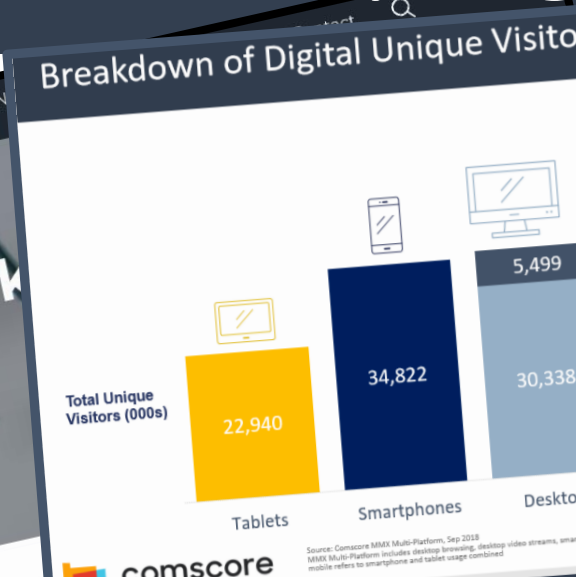
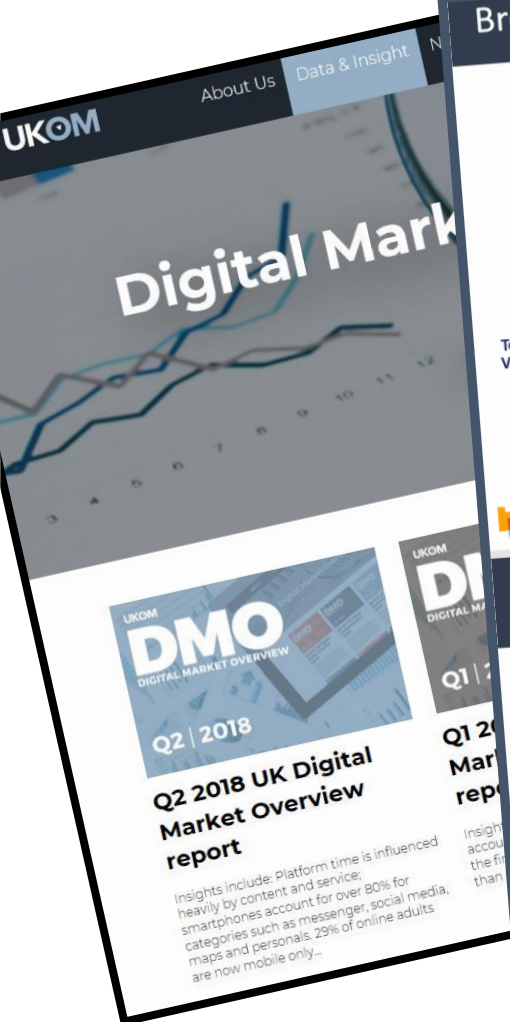
Rex Stout, American Author. 1886-1975

“58.7% of statistics are made up on the spot.”

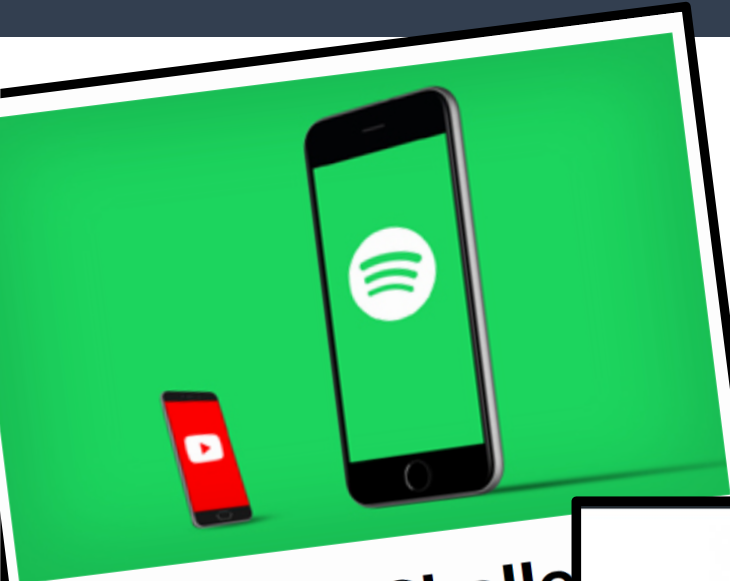
Bloke down the pub.



UKOM Quarterly Digital Market Overview



UKOM Insights



YouTube's Challenge to Spotify

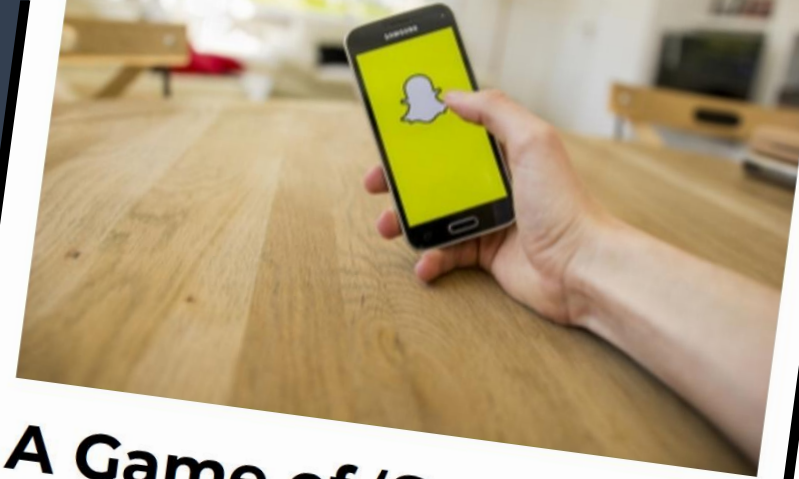
Last month Google launched its YouTube Music service in the UK. The offering is similar to Spotify, but Google plans to use the wealth of data it has on its customers to create a new type of personalised music service. So how does reach and usage compare to YouTube's viewing audience?



'Reach' drives reach for the Ozone Project



Budget time. How the UK tightens its belt online



A Game of 'Snap'

Last month a new report from The Information suggested that Snap is about to launch its own gaming platform. Whatever Snap's reasons and strategy, it's clear from latest UKOM approved comScore data that mobile gaming apps are big drivers of time online...

11.07.2018

Netflix Wins For Time In Mobile Apps

The latest UKOM endorsed comScore data suggests that tablets and smartphones generate a significant volume of time spent on Netflix.

11.05.2018

UKOM Industry consultation & RFP

“What does the next 5 years look like?”

- Devices?
- Content?
- Audiences?

UKOM: UK Online Measurement

2008



PCs Only
Panel
Static Web pages

2018



PCs, Smartphone, Tablets
Panel + Tagging
Browsers + Apps
Rich Media & Dynamic content
Audio + Video

pamc

2028

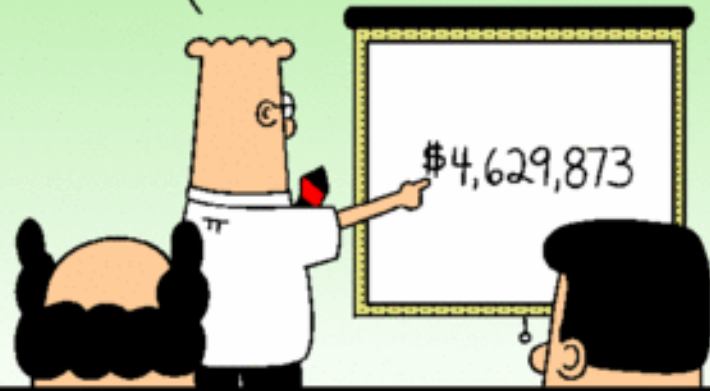


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The perils of life without UKOM?

I DIDN'T HAVE ANY
ACCURATE NUMBERS
SO I JUST MADE UP
THIS ONE.



scottadams@aol.com

www.dilbert.com

STUDIES HAVE SHOWN
THAT ACCURATE
NUMBERS AREN'T ANY
MORE USEFUL THAN THE
ONES YOU MAKE UP.



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HOW
MANY
STUDIES
SHOWED
THAT?

EIGHTY-
SEVEN.



Thank you
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